How do you want to feel? From the stories you create in your mind before you go, to the experiences you collect, to people you meet along the way.

Travel is full of emotion – let's capture it, make it fun and pass it on.
Strategy.

1. Getting ahead. Evolve marketing output to deliver campaigns and content on a 12-18 month rolling programme.

2. Align best prospects to best channel. Develop a data driven approach to marketing to deliver to the right message to the right people at the right time.

3. Bring brand Jersey to life. Leverage the destination brand proposition to connect visitors to an emotive bookable experience.

4. One team, one strategy. Product, marketing, trade. Aligning the brand to the promise.
Getting ahead.

Evolve marketing output to deliver campaigns and content on a 12-18 month rolling programme.
Two in one.

How will we be able to deliver two year's worth of campaign content in one year?

1. **Budgetary considerations.**
   - Repurpose assets
   - Extend the lifespan of new campaign content
   - Total cost centre allocation £2,277,00 (inclusive of staff costs)

2. **Fit or the future.**
   Develop the marketing team to ensure the structure and skill set is fit for the future.

3. **Supplier relationships.**
   Achieve best value through:
   - Rebasing existing supplier
   - Retendering contracts
   - Only outsourcing tasks that can’t be undertaken inhouse

4. **Efficiencies.**
   Identify and implement efficiencies, e.g.
   - Campaign planning documents
   - Clear responsibilities
   - Empower team to identify and implement
Align best prospects to best channel.

Develop a data driven approach to marketing to ensure we are delivering the right message to the right people at the right time.
Data driven marketing.

Smartly distribute our message to the right people.

1. Data driven culture.
   Develop a data driven culture within the team. Tactics include:
   • Implementation of marketing output KPIs
   • Proposed revision to ongoing reporting

2. Campaign activity.
   Adopt key insights and data points to optimise message development, placement and media buying across all channels.

3. Data analysis.
   Upskill team to ensure they are able to digest and interpret data.

4. Build, engage, convert.
   Strike the right balance across all channels, including trade, to build demand for Jersey, engage with users and convert them to be a potential visitor/
Bringing brand Jersey to life.

Leverage the destination brand proposition to connect visitors to an emotive bookable experience.
Always on.

Distribution of powerful, breath-taking and bookable content.

<table>
<thead>
<tr>
<th>Theme/Cycle</th>
<th>Winter</th>
<th>Spring</th>
<th>Summer</th>
<th>Autumn</th>
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<th>Winter</th>
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<tr>
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<td>Beaches</td>
<td>Adventure &amp; Outdoors</td>
<td>Coastering &amp; Caving</td>
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<td>Groups</td>
<td>Unusual &amp; Unique</td>
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<td>Cycling</td>
<td>Gardening &amp; Flower Shows</td>
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<td>Fishing</td>
<td>Fishing</td>
<td>Museums &amp; Opera</td>
<td>Self Catering</td>
<td>Nightlife</td>
<td>Summer Holidays</td>
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<td>Theme 3</td>
<td>Family Holidays</td>
<td>Luxury Breaks &amp; Spa</td>
<td>Short Breaks (Weekend, City, European)</td>
<td>Rock Climbing &amp; Abseiling</td>
<td>Gardening &amp; Flower Shows</td>
<td>Heritage &amp; Historic</td>
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<td>Camping</td>
<td>Bed &amp; Breakfast</td>
<td>Scenic &amp; Countryside</td>
<td>Museums &amp; Opera</td>
<td>Nightlife</td>
<td>Summer Holidays</td>
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<tr>
<td>Theme 4</td>
<td>Groups</td>
<td>Music &amp; Festivals</td>
<td>Waiting</td>
<td>Running &amp; Marathons</td>
<td>Heritage &amp; Historic</td>
<td>Last Minute, Offers &amp; Deals</td>
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<td>Coastering &amp; Caving</td>
<td>Running &amp; Marathons</td>
<td>Nightlife</td>
<td>Retail &amp; Shopping</td>
<td>Christmas &amp; New Year</td>
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<tr>
<td>Theme 5</td>
<td>Luxury Breaks &amp; Spa</td>
<td>Romantic &amp; Couples</td>
<td>Unusual &amp; Unique</td>
<td>Rock Climbing &amp; Abseiling</td>
<td>Music &amp; Festivals</td>
<td>Kayaking &amp; Watersports</td>
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<td>Retail &amp; Shopping</td>
<td>Wine Tasting &amp; Vineyards</td>
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<td>Scenic &amp; Countryside</td>
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<td>Theme 6</td>
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<td>Short Breaks (Weekend, City, European)</td>
<td>Wellbeing &amp; Yoga</td>
<td>Last Minute, Offers &amp; Deals</td>
<td>Surfing</td>
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<td>Theme 10</td>
<td>Wellbeing &amp; Yoga</td>
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<td>Easter (21st)</td>
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<td>Summer holiday (22nd Jul – 2nd Sept)</td>
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<td>Christmas (31st)</td>
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<td>New Year's Eve (31st)</td>
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<td>Summer holidays (3pm or 26 Oct onwards)</td>
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<td>Fathers Day (15 June)</td>
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<th>Selling Cycle - Activity/Event</th>
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<th>Summer</th>
<th>Autumn</th>
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<th>Winter</th>
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<tr>
<td>Jersey Marathon (promote around time of London Marathon (28 April))</td>
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<td>London marathon 2020 all tickets</td>
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<tbody>
<tr>
<td>Easyjet - Seat sale Flybe - TBC Concor - Summer promotion</td>
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<td>Easyjet - Summer seat sale Flybe - TBC Concor - TBC</td>
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<td>Easyjet - Autumn seat sale Flybe - TBC Concor - TBC</td>
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<td>Easyjet - Christmas seat sale Flybe - TBC Concor - TBC</td>
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<td>Easyjet - Autumn seat sale Flybe - TBC Concor - TBC</td>
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<td>Easyjet - Summer 2020 seat sale Flybe - TBC Concor - TBC</td>
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PR and influencers.

Smartly distribute our message to the right people

Redefining media targets.
• Gold, Silver and bronze
• Resources and support based on tier
• Balance of media v’s influencer

INDEPENDENT
STYLIST
HUFFPOST
The Guardian
ES Magazine
GQ
Mirror
THE SUNDAY TIMES

THE Sun
marie claire
METRO
Esquire
29
TVlife
REFINERY29
GRAZIA
Men’s Health
The Daily Telegraph
## PR Tiers – Working Smarter

<table>
<thead>
<tr>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td><strong>Who they are</strong></td>
<td><strong>Who they are</strong></td>
<td><strong>Who they are</strong></td>
</tr>
<tr>
<td>• Nationals with high readership and relevant audiences</td>
<td>• Nationals with lower readership but relevant audiences</td>
<td>• Nationals with low readership and a low following among target audiences</td>
</tr>
<tr>
<td>• Regionals with high readership and relevant audiences</td>
<td>• Regionals with high readership and relevant audiences</td>
<td>• Regionals with low readership</td>
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<tr>
<td>• Specialty media with high readership and relevant audiences</td>
<td>• Specialty media with high readership and relevant audiences</td>
<td>• Specialty media with low readership</td>
</tr>
<tr>
<td>• Online influencers* with a significant following and relevant audiences</td>
<td>• Online influencers* with a significant following and relevant audiences</td>
<td>• Online influencers* with low following</td>
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<tr>
<td><strong>Support</strong></td>
<td><strong>Support</strong></td>
<td><strong>Support</strong></td>
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<tr>
<td>• The cost of 2 x return flights</td>
<td>• Flights up to the value of £150</td>
<td>• Island pass</td>
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<tr>
<td>• Accommodation for 2pp for 2 nights</td>
<td>• Accommodation for 2pp for 2 nights</td>
<td>• About Jersey information pack</td>
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<tr>
<td>• Car hire</td>
<td>• Island pass</td>
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<tr>
<td>• Island pass</td>
<td>• 1 x booked &amp; paid for activity during stay (i.e. a meal or activity)</td>
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<tr>
<td>• 1 x booked and paid for activity per day (i.e. a meal or activity)</td>
<td>• Itinerary suggestions</td>
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<tr>
<td>• Bespoke itinerary</td>
<td>• Bespoke gift pack and About Jersey information pack</td>
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<tr>
<td>• Bespoke gift pack and About Jersey information pack</td>
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Campaign themes 2019.
Summer Campaign

Dec 2018 – March 2019 / June 2019

Summer is an island in tune with nature. An island bursting with unique culture, where you can reconnect and revitalise in the fresh sea air. Your summer of rediscovery starts here.
Summer is here.

**Aim**
Building on the success of last year’s campaign around ‘How a visit to Jersey makes you feel’, ‘Summer is here’ repurposes existing creative assets to tell the story that summer is located here in Jersey.

**Campaign themes**
1. Natural harmony is here.  
2. Culture is here.  
3. Find yourself here.  

**Call to action**
- Your summer of rediscovery starts here.  
- Win a summer escape to #theislandbreak.  
- Win your 2019 summer holiday.

**Assets & opportunities**
- 4 x summer campaign edits / summer imagery/campaign offers / campaign toolkit
Winter Campaign

Jan 2019 – March 2019

Winter in Jersey is all about embracing the reality of winter in the beautiful setting of the island break.
Explorers Wanted.

Aim
We aim to promote the island as a year round destination and activate our visitor economy this winter through our campaign, ‘Explorers Wanted’. We don’t just make promises about our destination, we provide proofs, so this campaign proudly shares our unique product experiences with the world. We aim to celebrate the breadth of winter experiences in Jersey and tackle head-on the perception of the island as being purely a summer destination.

Campaign themes
1. Active adventurer.  
2. Soul seeker.  
4. Weekend wanderer.

Call to action
• Explorers wanted this winter!  
• Win a winter expedition #theislandbreak.  
• Discover #theislandbreak this winter

Assets & opportunities
6 x winter campaign edits / imagery/campaign offers / campaign toolkit /
2019 - a different approach.

**Aim**
Develop an annual campaign theme derived from our brand identity, and underpinned with signature product experiences. This refreshed approach will enable us to produce assets that have a longer shelf life, better align with industry partners and trade channels.

**Assets & opportunities**
- Content hub on Jersey.com
- 6 x spring campaign edits / campaign imagery / campaign offers
- 6 x Autumn/winter edits / refreshed campaign imagery / campaign offers
- Brilliant basic programme
- Campaign toolkit
Serving up island life.

April 2019 – Dec 2019 and beyond

Our food is as fresh as the sea air. From field to fork in the time it takes for the tide to rise. Tuck in to a serving of island life, where friendships are nourished and bonds are strengthened.
Serving up island life.

Our food is as fresh as the sea air. From field to fork in the time it takes for the tide to rise. Tuck in to a serving of island life, where friendships are nourished and bonds are strengthened.

Where friendships are nourished.

Our food is as fresh as the sea air. From field to fork in the time it takes for the tide to rise. Reconnect and revitalise over a serving of island life.
The rationale.

Why are we serving up island life?

- If you come to Jersey you’ll get an authentic island experience
- Direct connection to the campaign theme of food
- Double meaning wordplay gets standout
- It’s not tied to a season and can be used all year round
- We’re saying that island life is best experienced through our unique ‘food culture’

Why are friendships nourished?
As above, and…
- Double meaning wordplay (nourished) gets standout and has a direct link to brand language
- We’re saying that Jersey is the perfect place for your replenish, reconnect and revitalise
The edits...

Two stories…. One island….

1. As our guests explore island life, the story of how their food gets from field to fork is told through the eyes of the people who know it best.

2. Our island explorers meet our foodie ambassadors at an iconic local landmark for a culinary experience that memories are made from.
The big 4
Bringing the big four to life

Field to fork
Telling the story

Walk to fork
For such a small island, Jersey has a huge amount of variety in food and landscape. Why not experience them both by visiting places off the beaten path, where half the fun is getting there!

Beach food
Street food is defined as one form of casual eating, but ‘Beach food’ is Jersey’s to own

New food
Jersey maybe famed for the classics including our ‘Big 4’ but new tastes, new flavours and new dining experiences are cropping up everywhere, from health food to vegan food, there are locals who are in tune with big city trends, reflected in their cafes, restaurants and takeaway
Industry alignment.

Field to fork.
#theislandbreak

Using this toolkit.

Serving up Jersey’s field to fork story.

Just bring a healthy appetite.
- What is food tourism?
- Why field to fork?
- The benefits to Team Jersey
  - Food & drink visitor behaviour

Get the creative juices going.
- Be inspired
  - Celebrate Jersey’s Big 4
  - What can be sourced and when?
  - Local fish and shellfish seasons
  - Micro-producer snapshot

Food for thought.
- Bring your story to life
  - Top tips
  - Case studies
  - Menu makeover
  - What’s next?
Gorilla marketing.
How do you want to feel? From the stories you create in your mind before you go, to the experiences you collect, to people you meet along the way. Travel is full of emotion – let’s capture it, make it fun and pass it on.

Summer Campaign Dec 2017 – Mar 2018 / Jun 2018

Marketing Plan

#theislandbreak

Rewild yourself. May – Oct 2019 and beyond
Reconnect with nature and discover the wilderness.
Proactive PR activity.
How do you want to feel? From the stories you create in your mind before you go, to the experiences you collect, to people you meet along the way. Travel is full of emotion – let’s capture it, make it fun and pass it on.

Britain’s longest Oyster flight.
New approach.

On island partner + Creative idea + Strong media story

Bank of assets + PR amplification + Social amplification + Trade opportunities
Oyster flight.

Longest oyster flight lands in Jersey

STILL IMAGERY
- The flight experience
- Jersey oyster beds
- Faulkner Fisheries
- Destination imagery

CONTENT
- 1 x 60 second hero content video
- 3 x 10 second social cutdowns
- Aerial footage of the flight
- Shucking tips from industry expert
- Content to be hosted in 2019 FFF area on Jersey.com

MEDIA MATERIALS
- News release
- Stats on Jersey and UK oysters
- Oyster recipes
- Spokesperson interviews:
  - Visit Jersey
  - Industry partner
Oyster flight.

Longest oyster flight lands in Jersey

*Jersey officially shucks opens oyster season with an unbelievable feast for seafood lovers*

Visit Jersey has launched Britain’s longest oyster flight experience to mark the start of oyster season with a feast for the senses.

Boasting some of the freshest and most flavoursome oysters in Britain, the Jersey Oyster flights of 30, 50 and 80 oysters is the ultimate seafood fan experience – located at the iconic Faulkner Fisheries sat atop a headland overlooking one of Jersey’s many breath-taking beaches.

The experience is available for the first two weeks of September. To visit Jersey and book your spot, check out [www.visitjersey.com](http://www.visitjersey.com)

-ENDS-
#votemybeachup

VOTE ST. BRELADE’S BAY FOR #1 BEACH IN THE UK 2020!

#VOTEMYBEACHUP
Product, marketing, trade alignment.

Develop narrative.
One team, one strategy.
Alignment of internal marketing channels

1. One vision, one plan.
   Ambition to develop one marketing strategy/plan that incorporates all areas including product development, consumer and trade engagement.

2. Phased approach.
   Tactical tools to aid collaboration
   - Activity planner
   - Multi channel, integrated campaign planner.
## Delivery Timeline

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### Campaign Activity

**2019 Campaign - FFF**

1. Planning
2. Content capture and media plans
3. Trade/product toolkit
4. Launched - Spring edit
5. Autumn edit and media rollout

**Rewild yourself**

**2020 heritage and culture (getting ahead)**

Content capture
Trade alignment / assets
Launch

### PR Content

- Oyster flight
- Brand partnership

### Tenders

- German Trade and PR
- Creative
- DOMO
- Website